

LEO BURNETT U.S.A.

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Parliament. The recessed filter cigarette.



1. Songwriter Murray Kalish couldn't compose himself without his cigarette holder. Besides, it gave him clearer taste.



2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It's in tune with the times.

It works like
a cigarette
holder works.



18mg "tar," 1.2mg nicotine
av. per cigarette, FTC Report Mar '74

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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